

Message Text

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PAGE 01 BONN 01427 01 OF 04 271740Z

44

ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 SS-15 NSC-05 PA-01 PRS-01

CIAE-00 INR-07 NSAE-00 CPR-01 MMO-01 SIL-01 LAB-04

IO-11 COME-00 EB-07 /070 W

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P 271710Z JAN 76

FM AMEMBASSY BONN

TO USIA WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 5989

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SECSTATE PASS CU/WE; USIA - IEU FOR SHIRLEY, IOA FOR
NICKEL, ICS FOR SCHNEIDMAN, I FOR POWELL

E.O. 11652: N/A

SUBJECT: FY 1976 PROGRAM PROPOSAL

1. THERE FOLLOWS AN UPDATE OF PRIORITY USIS, WEST
GERMANY AND BERLIN FY 1976 PROGRAM PROPOSALS, ABOVE AND
BEYOND PRESENT RESOURCES. PROJECTS KEYED, IN THE
MAIN TO BICENTENNIAL (COUNTRY PLAN OBJECTIVE 2), BUT
SEVERAL ALSO SUPPORT OBJECTIVE 1 OR 3.

2. WHAT FOLLOWS REVISES AND UPDATES EARLIER BICENTENN-
IAL PROGRAM PROPOSALS, COPIES OF WHICH WERE GIVEN KEY
AGENCY OFFICERS BY PAO DURING HIS WASHINGTON CONSULTATION
IN SEPTEMBER/OCTOBER 1975.

3. PROJECTS

A. PAULSKIRCHE - YOUNG POLITICAL LEADERS. MOST
PRESTIGIOUS SINGLE BICENTENNIAL EVENT IN FRG IS
PAULSKIRCHE CEREMONY WITH PARTICIPATION OF PRESIDENT
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PAGE 02 BONN 01427 01 OF 04 271740Z

SCHEEL, CHANCELLOR SCHMIDT AND VICE-PRESIDENT ROCKEFELLER

IN FRANKFURT ON MAY 15. POST AND THE THREE MAJOR GERMAN POLITICAL PARTIES AGREE THAT A YOUTH PROJECT SHOULD BE MADE PART OF THE CEREMONIES. EIGHT OUTSTANDING YOUNG POLITICAL LEADERS WOULD PARTICIPATE IN THE PAULSKIRCHE EVENT DURING WHICH THEIR DEPARTURE TO BE ANNOUNCED FOR A VISIT TO THE U.S. TO MEET THEIR AMERICAN COUNTERPARTS AND OBSERVE THE POLITICAL PROCESS IN AN ELECTION YEAR. THE ASSURED BROAD MEDIA COVERAGE WOULD MAKE NATIONAL IMPACT OF THIS YOUTH PROJECT ON GERMAN AUDIENCES. CONTACT BETWEEN YOUNG GERMAN AND AMERICAN POLITICAL LEADERS COULD LEAD TO FURTHER EXCHANGES AND JOINT PROJECTS. COST FOR INTERNATIONAL TRAVEL AND PER DIEM IN U.S. - \$20,000.

B. GERMAN-AMERICAN RELATIONS. MOOS PUBLISHING HOUSE, MUNICH, HAS PRODUCED OUTSTANDING BOOK, WITH GERMAN AND ENGLISH TEXTS RELATING "TWO HUNDRED YEARS OF GERMAN-AMERICAN RELATIONS" IN POLITICAL, SOCIAL, ECONOMIC AND CULTURAL FIELDS. SOME MATERIAL AND RESEARCH PROVIDED BY USIS BONN AND MUNICH. POST HAS ALREADY ORDERED TWO SETS AND PROPOSES TO BUILD FIVE ADDITIONAL SETS OF EXHIBIT USING MOOS PHOTOS AND TEXT (NO COST) AND CIRCULATE THROUGHOUT FRG. EXHIBIT PARTICULARLY USEFUL WITH UNIVERSITIES, HISTORICAL AND POLITICAL ORGANIZATIONS. COST INCLUDING MATERIALS, LABOR, PACKING, TRANSPORTATION - \$9,000.

C. THE AMERICAN EXPERIMENT AFTER TWO CENTURIES. A NATIONAL THREE-DAY SEMINAR AT A MAJOR UNIVERSITY CONCENTRATING ON CONTEMPORARY AMERICAN SOCIETY, ITS ACCOMPLISHMENTS AND FUTURE GOALS, AND DRAWING UPON AN AMERICAN AND A GERMAN TOP EXPERT FOR EACH OF THREE FIELDS - POLITICS, ECONOMICS AND ENVIRONMENT. SOURCES FOR DISCUSSION WOULD INCLUDE SUCH AS THE ROCKEFELLER COMMISSION'S "CHOICES FOR AMERICA". POST ALSO ENVISIONS A MULTI-MEDIA APPROACH USING AN AVAILABLE EXHIBIT, FOUR OR FIVE FILMS AND OTHER ELEMENTS THAT WOULD CONTRIBUTE TO THE SUBSTANCE OF THE SEMINAR. WITH PARTICIPATION OF PERSONS OF THE LEVEL OF DANIEL MOYNIHAN, ELLIOT RICHARDSON, WILLY BRAND AND HEINRICH BOELL, AND WITH AN INTERESTING FORMAT, EXCELLENT MEDIA COVERAGE AND TOP TARGET AUDIENCE ATTENDANCE WOULD LIMITED OFFICIAL USE

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PAGE 03 BONN 01427 01 OF 04 271740Z

BE ASSURED. THE PROCEEDINGS WOULD BE RECORDED (TAPE AND VTR) WITH AN EYE TOWARD PUBLISHING RESULTS WITH THE UNIVERSITY AND WITH FOLLOW-UP DISCUSSIONS IN INFORMATION CENTERS. INTERNATIONAL TRAVEL AND APPROPRIATE HONORARIA, CONFERENCE AND MEDIA SUPPORT COSTS WOULD BE FUNDED BY USIS. COST - \$25,000.

D. GERMAN PARLIAMENT LIBRARY. THE BUNDESTAG LIBRARY

HAS A VERY SMALL COLLECTION OF BOOKS ABOUT THE U.S.,
BUT WE UNDERSTAND THAT IT IS CONSULTED FREQUENTLY BY
MEMBERS OF PARLIAMENT. PROPOSE GIVING 400 CURRENT BOOKS
ON U.S. FOREIGN POLICY, ECONOMICS, SOCIAL LEGISLATION,
HISTORY, AND OTHER COUNTRY PLAN RELATED SUBJECTS.

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PAGE 01 BONN 01427 02 OF 04 271746Z

44

ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 SS-15 NSC-05 PA-01 PRS-01

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P 271710Z JAN 76

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COST - \$7,500.

E. POLITICAL/LABOR YOUTH PROJECT. FOUR GROUPS OF TEN
YOUNG POLITICAL LEADERS, PRINCIPALLY FROM THE LABOR
MOVEMENT AND THUS, CONSEQUENTLY, FROM THE SOCIAL DEMO-
CRATIC PARTY, WOULD VISIT THE U.S. FOR 14 TO 17 DAYS
EACH. THE INDIVIDUALS, HANDPICKED BY THE CONSULATE
GENERAL AND USIS IN THE MAJOR GERMAN CITIES, INCLUDING
WEST BERLIN, WOULD PARTICIPATE IN SPECIALLY-PLANNED
PROGRAMS IN THE UNITED STATES WHICH FEATURED NATIONAL
AND LOCAL POLITICAL INSTITUTIONS, THE AMERICAN LABOR
MOVEMENT, APPROPRIATE BICENTENNIAL OBSERVANCES, AND
HOMESTAYS. MOST OF THE INDIVIDUAL YOUTH, ALREADY WELL
STARTED ON CAREERS LEADING TO FUTURE NATIONAL LEADER-
SHIP, ARE SUFFICIENTLY SELF-MOTIVATED TO PAY A

PORTION (PERHAPS 15 PERCENT) OF THE COSTS THEMSELVES. THE POST'S TENTATIVE ITINERARY FOR THE GROUPS INCLUDES A WASHINGTON STAY WHICH INCLUDES CONSULTATIONS AT STATE, LABOR, AND HEW AS WELL AS THE CAPITOL AND AFL-CIO, CONTACTS WITH LOCAL UNION AND COMMUNITY LEADERS IN AMERICAN TOWNS AND CITIES FACING PROBLEMS CORRESPONDING TO THOSE FACED IN GERMANY. THIS GROUP, ALONG WITH OTHER LIMITED OFFICIAL USE

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PAGE 02 BONN 01427 02 OF 04 271746Z

YOUNG POLITICAL LEADERS, IS IMPORTANT TO THE UNITED STATES' FUTURE RELATIONSHIPS WITH GERMANY. WE ESTIMATE THE COST PER GROUP WITH INTERNATIONAL AND DOMESTIC TRAVEL, PLUS PER DIEM, TO BE APPROXIMATELY \$12,250. DEDUCTING 15 WOULD MAKE TOTAL REQUIREMENT FOR FOUR GROUPS \$41,650.

F. GERMAN JOURNALISTS TO COVER BICENTENNIAL. WE PROPOSE TO SUPPORT TRAVEL IN THE U.S. BY SEVEN LEADING GERMAN PRINT MEDIA JOURNALISTS COVERING ASPECTS OF AMERICA AT YEAR 200. THIS GRANT WOULD ENABLE COVERAGE IN DEPTH BY JOURNALISTS WHO NORMALLY DO NOT GET THE OPPORTUNITY TO SEE THE U.S. IN PERSON. THIS PROJECT WOULD SERVE TO BALANCE IN PART THE OFTEN NEGATIVE REPORTING OF U.S.-BASED GERMAN CORRESPONDENTS WHO TEND TO REPEAT SOME OF THE CRITICAL THEMES OF U.S. MEDIA. FOCUS OF COVERAGES SHOULD BE, PREFERABLY, OUTSIDE THE WASHINGTON-NEW YORK AREAS, ALREADY OVER-COVERED BY U.S. BUREAUS. TOTAL ESTIMATED COST \$15,000.

G. AMERICAN STUDIES. IN THIS BICENTENNIAL YEAR, WE PROPOSE TO GRANT TO A TOP ACADEMIC RESEARCHER FUNDS TO COMPILE AND HAVE PUBLISHED A COMPLETE SCHOLARLY GUIDE (ANNOTATED BIBLIOGRAPHY) TO MANUSCRIPTS AND BASIC DOCUMENTS ABOUT AMERICA WHICH ARE AVAILABLE IN GERMANY. THIS WOULD BE THE BASIC REFERENCE FOR ALL UNIVERSITIES, ACADEMICS AND STUDENTS INTERESTED IN AMERICAN STUDIES. THIS LONG-RANGE PROJECT IS MODELLED UPON THE VERY SUCCESSFUL PROJECT UNDERTAKEN A FEW YEARS AGO BY USIS LONDON. ESTIMATED COST: \$30,000.

H. GERMAN-AMERICAN TRADE. AMERICAN CHAMBER OF COMMERCE, FRANKFURT, IS PRODUCING AND FUNDING A GOOD EXHIBIT ON "TWO HUNDRED YEARS OF GERMAN-AMERICAN TRADE RELATIONS" FOR SHOWING IN FRANKFURT, BUT WILL MAKE IT AVAILABLE TO USIS/G FOR SHOWING IN OTHER MAJOR CITIES IN COOPERATION WITH CONSULATES GENERAL AND CHAMBERS AS AID TO TRADE PROMOTION. EXHIBIT LENDS ITSELF TO OTHER SUPPORTING EVENTS AND IS APPROPRIATE FOR REGIONAL TRADE FAIRS. COSTS TO USIS FOR TRANSPORTATION, SETTING-UP AND BREAKING-DOWN, AND FOR SUPPORTING USIS PROGRAMS

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PAGE 03 BONN 01427 02 OF 04 271746Z

IN OTHER CITIES ESTIMATED AT \$10,000.

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PAGE 01 BONN 01427 03 OF 04 271753Z

44

ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 SS-15 NSC-05 PA-01 PRS-01

CIAE-00 INR-07 NSAE-00 CPR-01 MMO-01 SIL-01 LAB-04

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P 271710Z JAN 76

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TO USIA WASHDC PRIORITY

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LIMITED OFFICIAL USE SECTION 03 OF 04 BONN 01427

I. MEDIA REFERENCE. WE ARE EXPERIENCING MULTIPLE INCREASES IN BICENTENNIAL-RELATED INFORMATION REQUESTS THROUGH OUR CENTERS, GERMAN-AMERICAN INSTITUTES AND COOPERATING LIBRARIES AND GROWING REQUESTS FOR INFORMATION IN OTHER COUNTRY PLAN RELATED SUBJECTS. TO MEET THESE REQUESTS AND THEREBY ACQUIT OUR RESPONSIBILITY IN A NUMBER OF INSTANCES, WE THINK IT ESSENTIAL TO ACQUIRE THE NEW YORK TIMES ON MICROFICHE FOR THE YEARS 1940-72. WE ALREADY HAVE THE FILE FOR THE YEARS 1972 TO DATE. ALL REQUESTS WILL BE SERVICED FROM THE CENTRAL USIS LIBRARY IN BONN. THIS BASIC TOOL WILL ALSO INCREASE OUR CAPABILITY, OVER THE LONG HAUL TO PROVIDE FAST AND

RELIABLE INFORMATION TO GERMAN MEDIA, ONE OF THE MAIN AVENUES OF CONTACT WITH THE HIGHLY DEVELOPED PRINT AND ELECTRONIC MEDIA IN THE FRG. ESTIMATED COST: \$31,000.

J. GERMAN TV PRODUCERS TO THE BICENTENNIAL. WE PROPOSE TO SUPPORT THE TRAVEL OF FOUR TV TEAMS FROM SMALLER REGIONAL GERMAN TV STATIONS TO COVER ASPECTS OF BICENTENNIAL SUGGESTED BY THE POST AND AGENCY. THESE TV JOURNALISTS WOULD BE DRAWN FROM THE LIMITED OFFICIAL USE

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PAGE 02 BONN 01427 03 OF 04 271753Z

SMALLER REGIONAL NETWORKS WHICH HAVE LESS OPPORTUNITY TO SEND CORRESPONDENTS TO THE U.S. AND WHO MUST RELY ALMOST SOLELY UPON THE OUTPUT OF THE TWO GERMAN NETWORK BUREAUS IN THE U.S. THESE BUREAUS ARE DEEPLY AFFECTED BY INTERNAL NETWORK POLITICS AND PERSONALITIES IN THE APPROACH THEY TAKE TO NEWS FROM THE U.S. THUS, MAKING POSSIBLE TRAVEL TO THE U.S. AT BICENTENNIAL TIME WILL ENABLE A NUMBER OF REGIONAL STATIONS WITH CONSIDERABLE VIEWER IMPACT TO GATHER BROADCAST MATERIAL WHICH MIGHT BALANCE SOME OF THE OTHER U.S.-ORIGINATED MATERIAL THEY ARE OTHERWISE FORCED TO TAKE. TOTAL COST \$16,000.

K. AMERICAN STUDIES. A BASIC INFORMATION TOOL TO ADD TO OUR CENTRAL REFERENCE SERVICE, ONE MOST APPROPRIATE TO THE BICENTENNIAL AND WHICH WILL ALSO SUPPORT AMERICAN STUDIES IN THE LONG-RUN, IS THE "LIBRARY OF AMERICAN CIVILIZATION" MICROFICHE CONSISTING OF SOME 20,000 VOLUMES. IN BOOK FORM, COMPLETE SET WOULD COST \$450,000. IN MICRO FORM, THE TOTAL COST - \$21,000.

L. YOUNG POLITICAL LEADERS. A SERIES OF THREE USIS CO-SPONSORED CONFERENCES FOR YOUNG LEADERS OF THE THREE PRINCIPAL POLITICAL PARTIES ON POLITICAL AND ECONOMIC THEMES WITHIN THE CONTEXT OF THE BICENTENNIAL. EACH TWO-DAY CONFERENCE WOULD FEATURE LEADING AMERICAN SPEAKERS AND WOULD REQUIRE THE PAYMENT OF INTERNATIONAL TRAVEL COSTS. THIS YOUNG LEADERSHIP IS AN IMPORTANT AUDIENCE AND ONE DIFFICULT TO REACH SATISFACTORILY WITH FIRST-RATE PROGRAMMING. ESTIMATED COST: \$11,000.

M. BICENTENNIAL PACKAGE EXHIBIT. POST HAD PLANNED TO USE THIS PROMISED AGENCY PACKAGE AS STATIC EXHIBIT IN INFORMATION CENTERS AND GERMAN-AMERICAN INSTITUTES AND FOR PRESENTATION TO COOPERATING INSTITUTIONS WITH SIGNIFICANT BICENTENNIAL PROGRAMS WHICH REQUEST IT. BECAUSE OF GROWING REQUESTS BY SUCH ORGANIZATIONS FOR THIS TYPE OF BICENTENNIAL SUPPORT AROUND WHICH EVENTS CAN BE EASILY ARRANGED, POST WISHES TO MOUNT 15 SETS OF EXHIBIT WHICH WOULD BE CIRCULATED ON A SELECTED BASIS THROUGHOUT

FRG. SUPPORTING PROGRAMS, MATERIAL, MOUNTING, PACKING,

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PAGE 03 BONN 01427 03 OF 04 271753Z

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PAGE 01 BONN 01427 04 OF 04 271743Z

44

ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 SS-15 NSC-05 PA-01 PRS-01

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P 271710Z JAN 76

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TO USIA WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 5992

LIMITED OFFICIAL USE SECTION 04 OF 04 BONN 01427

AND IN-COUNTRY TRANSPORTATION WOULD COST \$20,000.

N. GROWTH WITHOUT INFLATION. ON JUNE 22-23, 1976, "INSTITUT FUER WELTWIRTSCHAFT", KIEL, AS ITS CONTRIBUTION TO THE BICENTENNIAL, WILL PRESENT A SYM-POSIUM ON "GROWTH WITHOUT INFLATION". AMERICAN PARTICIPANTS INCLUDE: GARDNER ACKLEY, HARRY JOHNSON, CARL Z. BRUNNER, ALLAN MELTZER, ROBERT SOLO, JOHN DUNLOP, AND PAUL MCCrackEN. CONFERENCE CO-SPONSORED BY THE INSTITUT, THE STATE GOVERNMENT AND THE LIBERTY FUND (U.S.). POST HAS BEEN ASKED TO PARTICIPATE. THIS IS PART OF ANNUAL KIELER WOCHe, THE THEME THIS YEAR BEING THE BICENTENNIAL. ALL ORGANIZATIONS IN SCHLESWIG HOLSTEIN HAVE BEEN ASKED

TO MAKE A CONTRIBUTION TO THE BICENTENNIAL, AND THIS IS THE PROJECT. IT WILL ATTRACT "THE ABSOLUTELY HIGHEST GERMAN, EUROPEAN AND AMERICAN ECONOMIC LEADERS". WE HAVE BEEN ASKED TO MAKE A GRANT TO HELP DEFRAY TOTAL COSTS - USIS PORTION \$10,000.

O. REVOLUTIONARY WAR EXHIBIT. OUTSTANDING REVOLUTIONARY WAR EXHIBIT IN EUROPE IS ONE BUILT BY BRITISH MUSEUM AND ALREADY SHOWN WITH GREAT SUCCESS. LIMITED OFFICIAL USE

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PAGE 02 BONN 01427 04 OF 04 271743Z

BRITISH MUSEUM OFFICIALS WILLING LEND IT TO USIS/G. HAVE SEVERAL REQUESTS FROM TARGET AUDIENCE INSTITUTIONS IN HAMBURG, THAT ARE PLANNING MAJOR BICENTENNIAL PROGRAM, FOR JUST SUCH AN EXHIBIT AS U.S. PARTICIPATION IN TOTAL PROGRAM. TRANSPORTATION AND SUPPORTING USIS PROGRAMS WITHIN GERMANY WILL COST \$15,000.

4. THE ABOVE ADDS UP TO A TOTAL REQUEST OF \$282,150, AND IS REQUESTED TO SUPPLEMENT APPROXIMATELY 50 OF POST AND DSA PROGRAM RESOURCES ALREADY PROGRAMMED ON BICENTENNIAL AND RELATED OBJECTIVE NO. 2 ACTIVITIES. REQUEST EXCLUDES APPROXIMATELY \$180,000 OF ADDITIONAL, FIRM PROPOSALS AND REQUIREMENTS ELIMINATED DURING COUNTRY-WIDE REVIEW, IN INTEREST OF PRESENTING A REASONABLE REQUEST. KLIEFORTH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 27 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: morefirh
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BONN01427
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760031-0166
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760120/aaaaaqlv.tel
Line Count: 416
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 8
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: morefirh
Review Comment: n/a
Review Content Flags:
Review Date: 27 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 APR 2004 by izenbei0>; APPROVED <14 MAY 2004 by morefirh>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 1976 PROGRAM PROPOSAL
TAGS: OEXC, GE, US
To: USIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006